

My opinion is....

All telemarketers should automatically be charged a small fee for every call made, to be split between the recipient and the recipient's service provider.

Anticipating the telemarketers' opposition to such a proposal, a revised version (with a better chance of success ?) would be:

Immediately after hanging up from a telemarketing call, the recipient would have the option of requesting the credit, using something like the "TRACE" feature currently available, to deal with harassment calls.

Anticipating even more opposition from the telemarketers.....

The phone company computer would search a national "do not call list" for the recipient, and process the fee/credit, only if the recipient is found there. This arrangement would resemble other proposals for the use of a "do not call list", with one major exception.... "enforcement", which has generally required a lot of "jumping through hoops" and delays. I expect that "traditional" enforcement will become even LESS effective as time goes on... It is becoming less expensive to telemarket across international boundaries, and... easier to set up temporary telemarketing operations that "disappear" before they can be caught.

The amounts set for the above mentioned "fee/credit" should be based on "connect time", to provide consumers some protection against the excessive time their phone lines are often tied up by automated equipment talking to their answering machines. This is "time" during which important calls can not be received/made. Consumers have a good point... claiming they have paid for this time, and that "the telemarketers have no right to take it". This brings up the issue of.... what is that "time" worth ?

A real "free enterprise" answer would be

"whatever the consumer wants to charge for it".

Today's technology could allow each consumer to do just that.... a "rate" would be added to each phone-number in the "do not call list". The telemarketer's fee then would be "marked up" by the amount necessary to cover the phone company's cost to service the "list".

The "connect time" should be billed in units of a small fraction of a minute, such as the "6 second increment" used by some carriers.

Phone companies may complain that it is impossible, or too expensive to implement some/all the above, in which case I would encourage the FCC to question such claims.... in view of the wide diversity of features currently offered, and the complexity already seen in most phone bills,

I would also question whether the phone companies even deserve any more profit from telemarketing... after selling subscriber phone-lists to telemarketers..... then selling

"privacy products" to help solve the resulting problems.

Thanks for your time, to consider these points,

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